

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<u>706646</u>	
	Alt Order #:	<u>06278652</u>	
	Product Desc:	<u>OBAMA FOR AMERICA</u>	
	Estimate:	<u>1537</u>	
	Flight Dates:	<u>10/09/12 - 10/15/12</u>	Primary AE:
	Original Date / Rev:	<u>08/15/12 / 08/15/12</u>	Sales Office:
	Order Type:	<u>Political</u>	Sales Region:
<b>Agency</b>	<b>Name:</b>	<u>Greer Margolis Mitchell/ Pol</u>	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		<u>3050 K St NW</u>	Billing Cycle:
		<u>Washington, DC 20007</u>	Agency Commission:
<b>Advertiser</b>	<b>Name:</b>	<u>Obama/D/President</u>	
	Demographic:	<u>A35+</u>	New Business Thru:
	Product Codes:	<u>PL-Presidential</u>	Order Separation:
	Priority:	<u>P-5</u>	Advertiser External ID:
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:

<b>Bill Plan</b>					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	194	\$106,025.00	\$90,121.25	October 2012	230	\$125,225.00	\$106,441.25	0.00
10/15/12	10/21/12	36	\$19,200.00	\$16,320.00	Totals	230	\$125,225.00	\$106,441.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

<b>Order Share</b>	Share	Total
WKYC	30%	\$125,225.00
Market	100%	\$417,416.67

<b>Competitive Share</b>	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,174.17
WEWS	20%	\$83,483.33
WJW	28%	\$116,876.67
WOIO	19%	\$79,309.17
WUAB	2%	\$8,348.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/09/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		8	\$200.00			0.00					
E 2	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		4	\$100.00			0.00					
E 3	WKYC	10/09/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF--	:30	7	\$450.00	P-5	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		7	\$450.00			0.00					

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Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA WKYC  
Estimate: 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF--	:30	8	\$100.00	P-5	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$100.00		0.00						
E 5	WKYC	10/09/12	10/12/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		4	\$150.00		0.00						
E 6	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF--	:30	7	\$200.00	P-5	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		7	\$200.00		0.00						
E 7	WKYC	10/09/12	10/12/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		4	\$50.00		0.00						
E 8	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$200.00		0.00						
E 9	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$200.00		0.00						
E 10	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF--	:30	8	\$300.00	P-5	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$300.00		0.00						
E 11	WKYC	10/09/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		4	\$50.00		0.00						
E 12	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF--	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$50.00		0.00						
E 13	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF--	:30	8	\$500.00	P-5	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		8	\$500.00		0.00						
E 14	WKYC	10/09/12	10/12/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		7	\$750.00		0.00						
E 15	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	10	\$400.00	P-5	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		10	\$400.00		0.00						
E 16	WKYC	10/09/12	10/12/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	7	\$1,500.00	P-5	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		7	\$1,500.00		0.00						
E 17	WKYC	10/09/12	10/12/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		7	\$750.00		0.00						
E 18	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	- TWTF--		20	\$400.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	10/09/12	10/12/12	M-F 7-9a Today Show	CM	7a-9a	- TWTF--	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		20	\$400.00		0.00						
E 19	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		4	\$750.00		0.00						
E 20	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Show II	CM	9a-10a	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		8	\$200.00		0.00						
E 21	WKYC	10/12/12	10/12/12	Fri Prime C	CM	10-11p	-----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$1,500.00		0.00						
E 22	WKYC	10/12/12	10/12/12	Fri Prime A	CM	8-9p	-----F-	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F-		1	\$1,500.00		0.00						
E 23	WKYC	10/15/12	10/15/12	Mon Prime C	CM	10-11p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	Mon Prime C		1	\$2,200.00		0.00						
E 24	WKYC	10/15/12	10/15/12	Mon Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	Monday Prime Other		1	\$5,000.00		0.00						
E 25	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	EN (Sa-Su)		4	\$500.00		0.00						
E 26	WKYC	10/13/12	10/13/12	Sat 1030a-11a	CM	Sat 1030-11a	-----S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	Sat 1030-11a		1	\$100.00		0.00						
E 27	WKYC	10/13/12	10/13/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	Notre Dame Football		1	\$800.00		0.00						
E 28	WKYC	10/13/12	10/13/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	630A-7A Chris Matthews Show		1	\$200.00		0.00						
E 29	WKYC	10/13/12	10/13/12	Sat 7-8p	CM	7-8p	-----S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	Sat 7-8p		2	\$400.00		0.00						
E 30	WKYC	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	SAT TDY NBC Today Show (Sa)		2	\$350.00		0.00						
E 31	WKYC	10/13/12	10/13/12	Sat Prime A	CM	8-9p (8:00 PM-9:00 PM)	-----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	Sat Prime A		1	\$900.00		0.00						
E 32	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	Sat 9-1030a Channel 3 News 9am Sat		3	\$350.00		0.00						

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E 46	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-T-----		1	\$2,800.00								
E 47	WKYC	10/10/12	10/10/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	--W----		1	\$1,800.00								
E 48	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	--W----		1	\$2,000.00								
E 49	WKYC	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		2	\$200.00								
E 50	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$100.00								
E 51	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$450.00								
E 52	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	2	\$100.00	P-5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		2	\$100.00								
E 53	WKYC	10/15/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$150.00								
E 54	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$200.00								
E 55	WKYC	10/15/12	10/15/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$50.00								
E 56	WKYC	10/15/12	10/15/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		2	\$200.00								
E 57	WKYC	10/15/12	10/15/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		2	\$200.00								
E 58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		2	\$300.00								
E 59	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$50.00								
E 60	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	M-----		1	\$50.00								

Order / Rev: 706646  
Alt Order #: 06278652  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 60	WKYC	10/15/12	10/15/12	M-F	5-6a	CM	5a-6a		M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
Channel 3 News @ 5AM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$50.00 0.00																	
E 61	WKYC	10/15/12	10/15/12	M-F	5-6p	CM	5p-6p		M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
Dr. Phil																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$500.00 0.00																	
E 62	WKYC	10/15/12	10/15/12	M-F	6-630p	CM	6p-630p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Channel 3 News at 6p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$750.00 0.00																	
E 63	WKYC	10/15/12	10/15/12	M-F	6-7a	CM	6a-7a		M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
Channel 3 News Today @ 6AM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$400.00 0.00																	
E 64	WKYC	10/15/12	10/15/12	Nightly News		CM	M-Su 6:28p-7p		M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
Nightly News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$1,500.00 0.00																	
E 65	WKYC	10/15/12	10/15/12	M-F	7-730p	CM	7-730p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Channel 3 News at 7P																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$750.00 0.00																	
E 66	WKYC	10/15/12	10/15/12	M-F	7-9a Today	CM	7a-9a		M-----	:30	5	\$400.00	P-5	0.00	NM	5	\$2,000.00
Today Show																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 5 \$400.00 0.00																	
E 67	WKYC	10/15/12	10/15/12	M-F	730-8p	CM	730-8p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Entertainment Tonight																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$750.00 0.00																	
E 68	WKYC	10/15/12	10/15/12	M-F	9-10a Today II	CM	9a-10a		M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
Today Show II (9:00 AM-10:00 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$200.00 0.00																	
E 69	WKYC	10/15/12	10/15/12	LN (M-Su)	Late News (M-Su)	CM	11P-1135P		M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
Late News (M-Su)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$950.00 0.00																	
															Totals	230	\$125,225.00